

DocId: 52267450

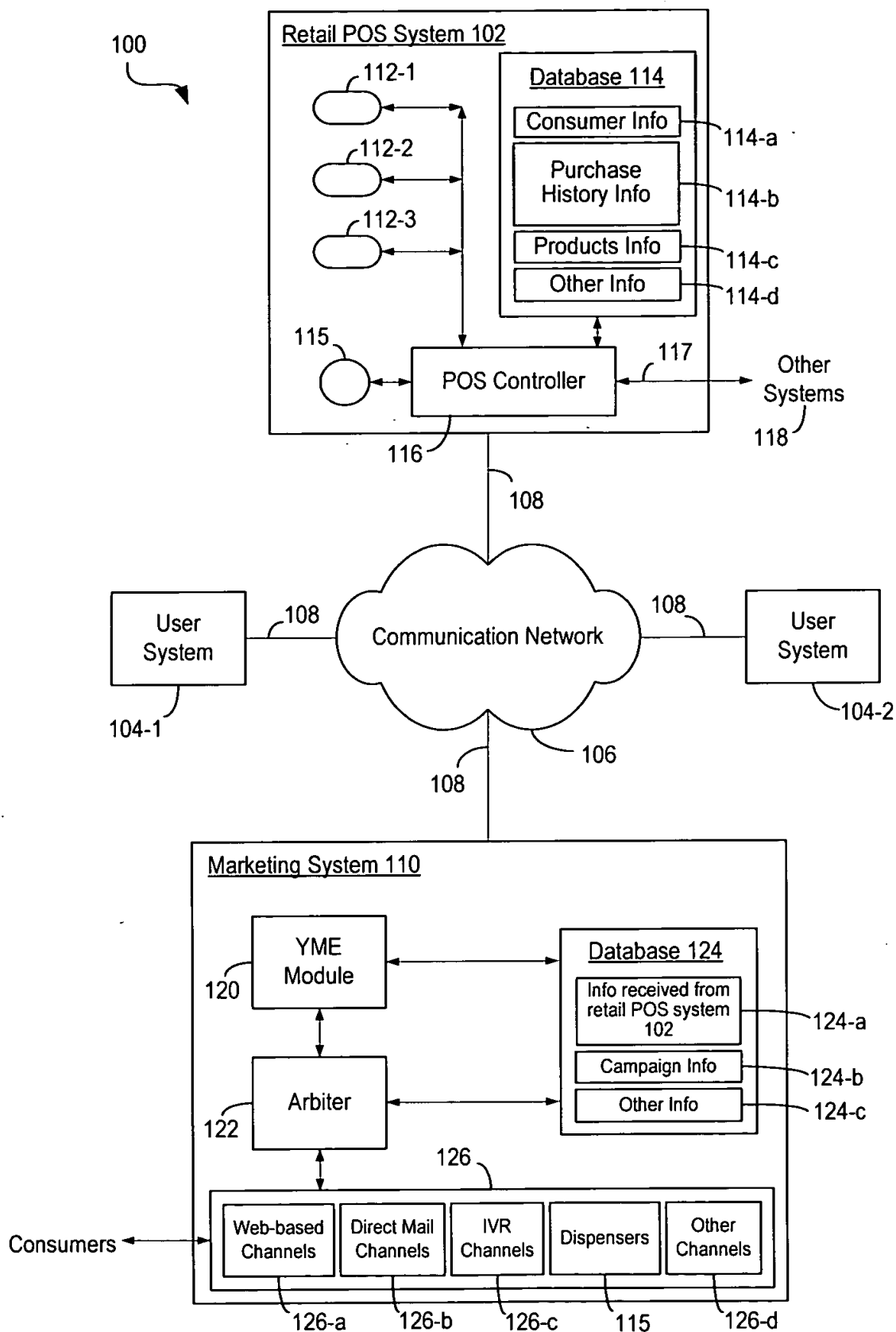


Fig. 1

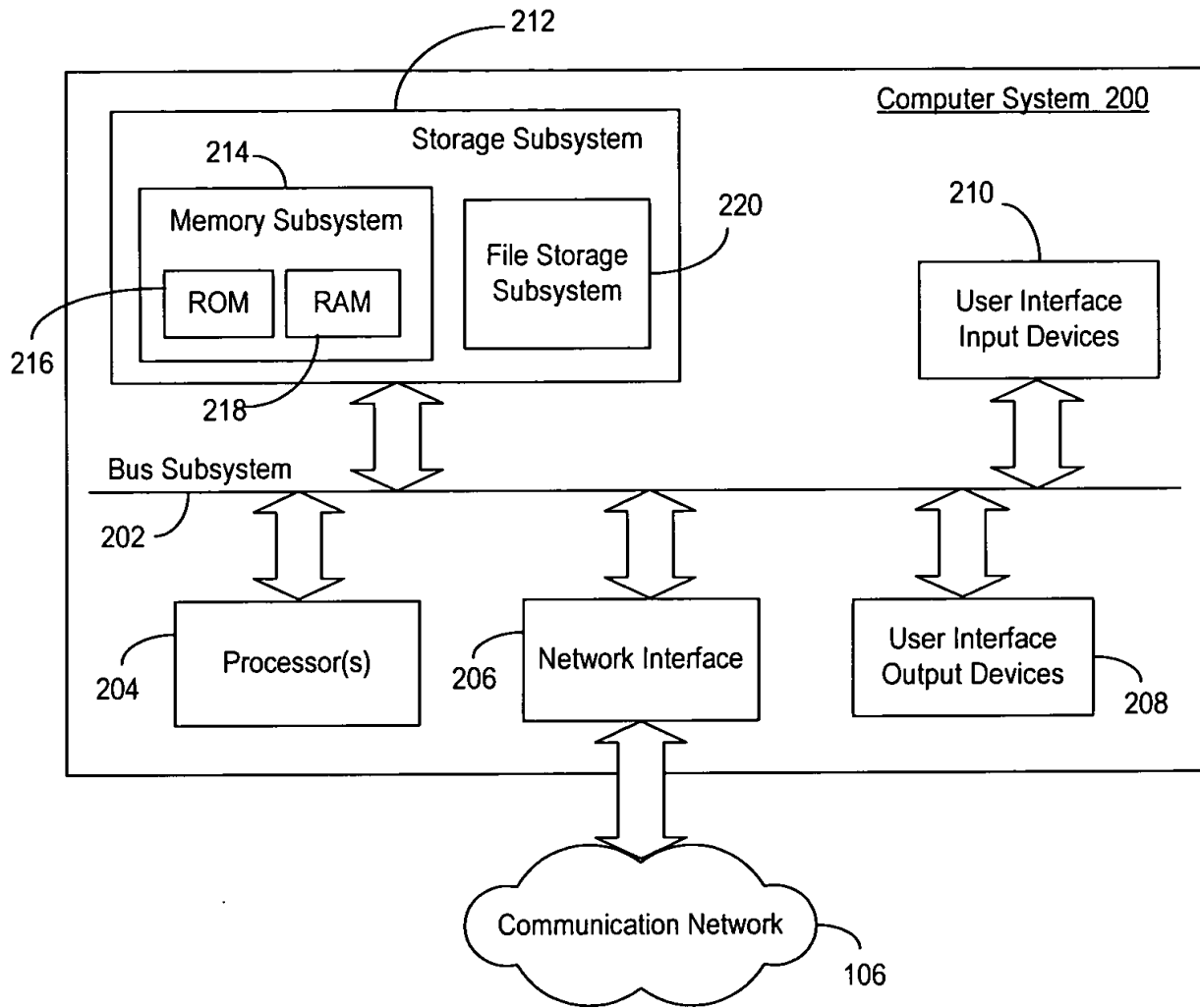


Fig. 2

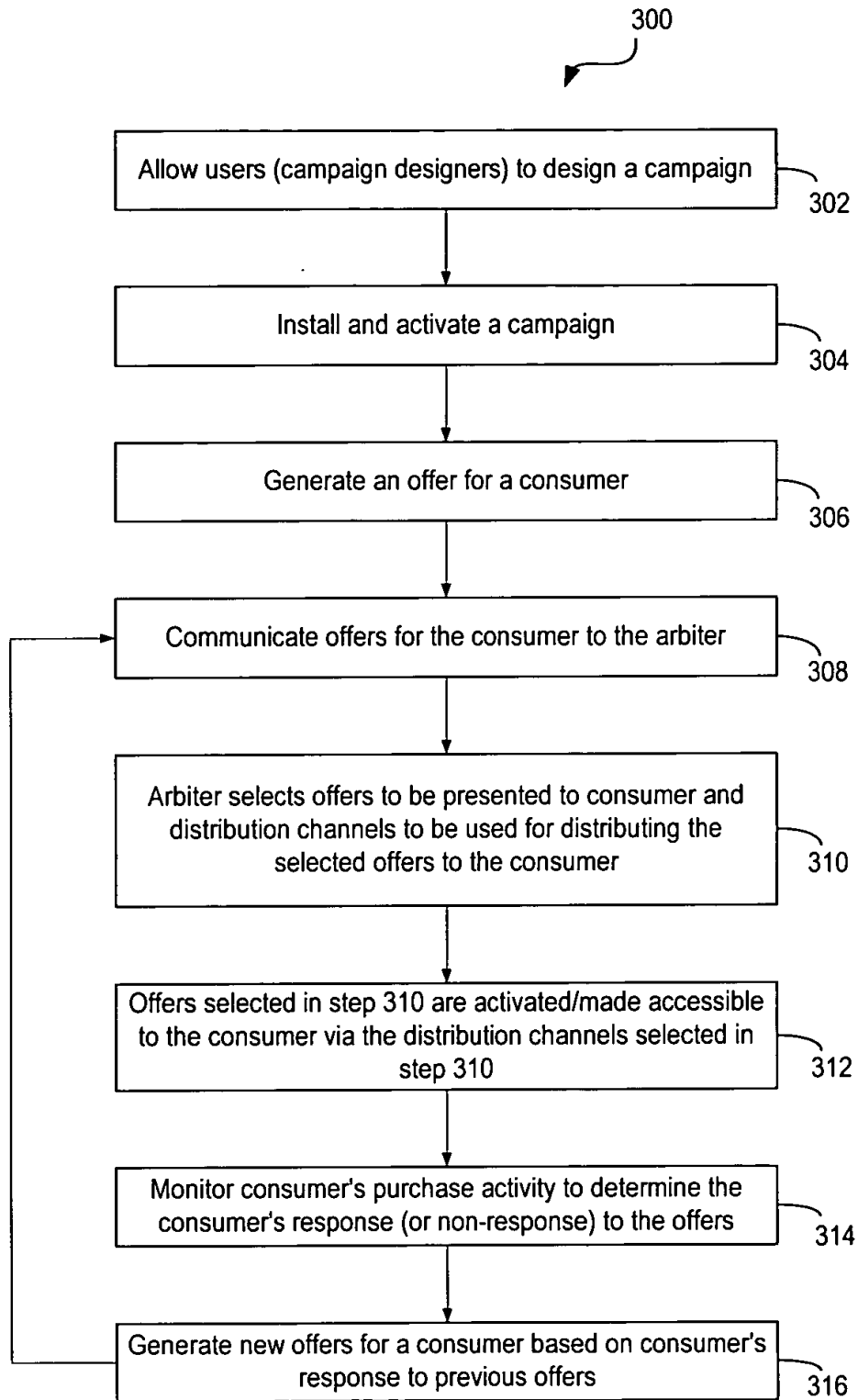


Fig. 3

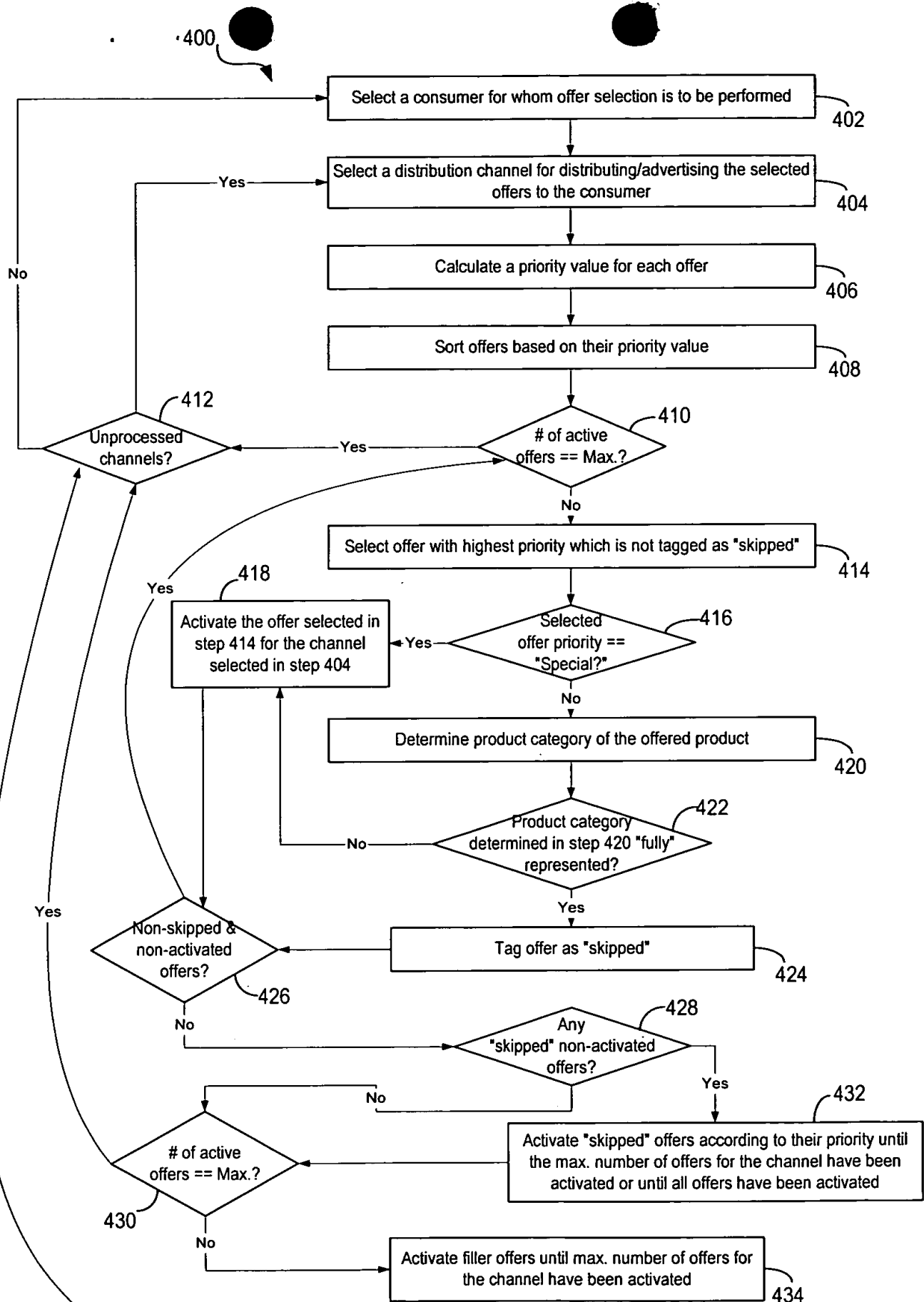


Fig. 4

500

502

Dog Snack Trial

File Campaign

Template: Generic campaign

Name Dog Snack Trial

Campaign start Thu 11/18/1999

Campaign end Wed 01/19/2000

Min Tlog history 365 Days

Incented products Beggins Strips

Tactics Edit

Observations

Edit Delete New

Edit Delete New

504

506

508

510

512

514

516

518

520

522

524

526

528

Fig. 5

002221 9474450

600
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incented_products

Beggin Strips

Name Beggin Strips

Advertised Product 604 begginst. Edit New

Shelf Price \$3.00 606

Club price \$2.50 608

Good \$2.50 610

Better \$2.25 612

Best \$2.00 614

Break Even Retail \$1.50 616

Min ad availability 7 days 618

Max ad availability No Limit days 620

Limit per trip 3 items 622

Limit per shopper No Limit items 624

Priority 626

628 low 0 8 7 6 5 4 3 2 high

Ad Optional After Never offers

Shopper budget \$0.00 630

Min Product Budget \$ 632

Target Product Budget \$ 634

Max Product Budget \$ 636

Min CPC Budget \$ 638

Target CPC Budget \$ 640

Max CPC Budget \$ 642

OK Cancel

Fig. 6

700
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The screenshot shows a dialog box titled "Observation". It contains several input fields and buttons. Handwritten annotations with numbers point to specific elements:

- 702: Points to the "Name" field, which contains the text "dog food buyers".
- 704: Points to the "Scope" dropdown menu, which is set to "shopper".
- 706: Points to the "Type" dropdown menu, which is set to "int".
- 710: Points to the "Measurement" dropdown menu, which is set to "Occasions".
- 708: Points to the "Products" field, which contains the text "dog food".
- 712: Points to the "TLog Interval" dropdown menu, which is set to "1".
- 714: Points to the "Specify start date" checkbox, which is checked.
- 716: Points to the "Specify end date" checkbox, which is checked.
- 718: Points to the start date field, which contains the text "Thu 11/18/1999".
- 720: Points to the end date field, which contains the text "Wed 11/18/1998".
- 722: Points to the "Description" text area, which is empty.
- 724: Points to the "Import" button.

Fig. 7

800



Products

dog food | dog snacks |

Name: dog food Redisplay

☐ 23 CANNED FISH & MEAT
☐ 24 READY TO EAT PREPARED FOODS
☐ 25 SOUPS
☐ 26 BEANS/RICE & PASTA
☐ 27 DIET FOODS & NEEDS, ETHNIC & GOURMET SPECIALTY
☐ 28 PASTA & PASTA SAUCE
☐ 30 PAPER/FOIL & PLASTICS
☐ 31 DETERGENTS & LAUNDRY NEEDS
☒ 32 PET FOOD & PET NEEDS

☒ 3201 DOG FOOD WET
☒ 3202 DOG FOOD DRY
☒ 3203 DOG FOOD SOFT MOIST
☐ 3204 DOG FOOD SNACKS
☐ 3206 CAT FOOD WET
☐ 3207 CAT FOOD DRY
☐ 3208 CAT FOOD SOFT MOIST
☐ 3209 CAT FOOD SNACKS/DRINKS
☐ 3210 CAT LITTER & DEODORANT
☐ 3290 PET SUPPLIES
☐ 3295 WILD BIRD FOOD/TREATS
☐ 33 TOBACCO AND SMOKING NEEDS
☐ 34 CHARCOAL/LOGS & OTHER FUELS
☐ 36 REFRIGERATED DAIRY

Product set expression

(SMIC is-in-tree 3201 or SMIC is-in-tree 3202 or SMIC is-in-tree 3203)

Product set members

UFG	NAME	BRAND	PACK SIZE	SIZE	SMIC
1780044545	PURINA FI...	00000	00001.00	20.00 LB	3202020
1113200364	ALPO PRI...	00000	00024.00	13.20 OZ	320102

OK Cancel

806

802

804

808

Fig. 8

The screenshot shows the 'Shoppers' application window. The 'Name' field contains 'buys dog food'. The 'Combine criteria with' dropdown is set to 'and'. The 'Add New Criterion' section shows a list of criteria: 'Decile', 'Preferred Product', 'Named Shopper Set', and 'Comparison'. The 'Observations' section shows a list of criteria: '912', 'dog food buyers', '914', and '916'. The 'Criteria' section shows a dropdown set to '914'. The 'Amount' section shows a dropdown set to '2'. The 'Expression' field contains the text '((dog food buyers >= 2))'. The 'OK' and 'Cancel' buttons are at the bottom.

Shoppers

buys dog food

Name: buys dog food

Combine criteria with: and

Add New Criterion: Decile Preferred Product Named Shopper Set Comparison

Observations: 912 dog food buyers 914 916

Criteria: 914

Amount: 2

Expression: ((dog food buyers >= 2))

OK Cancel

900
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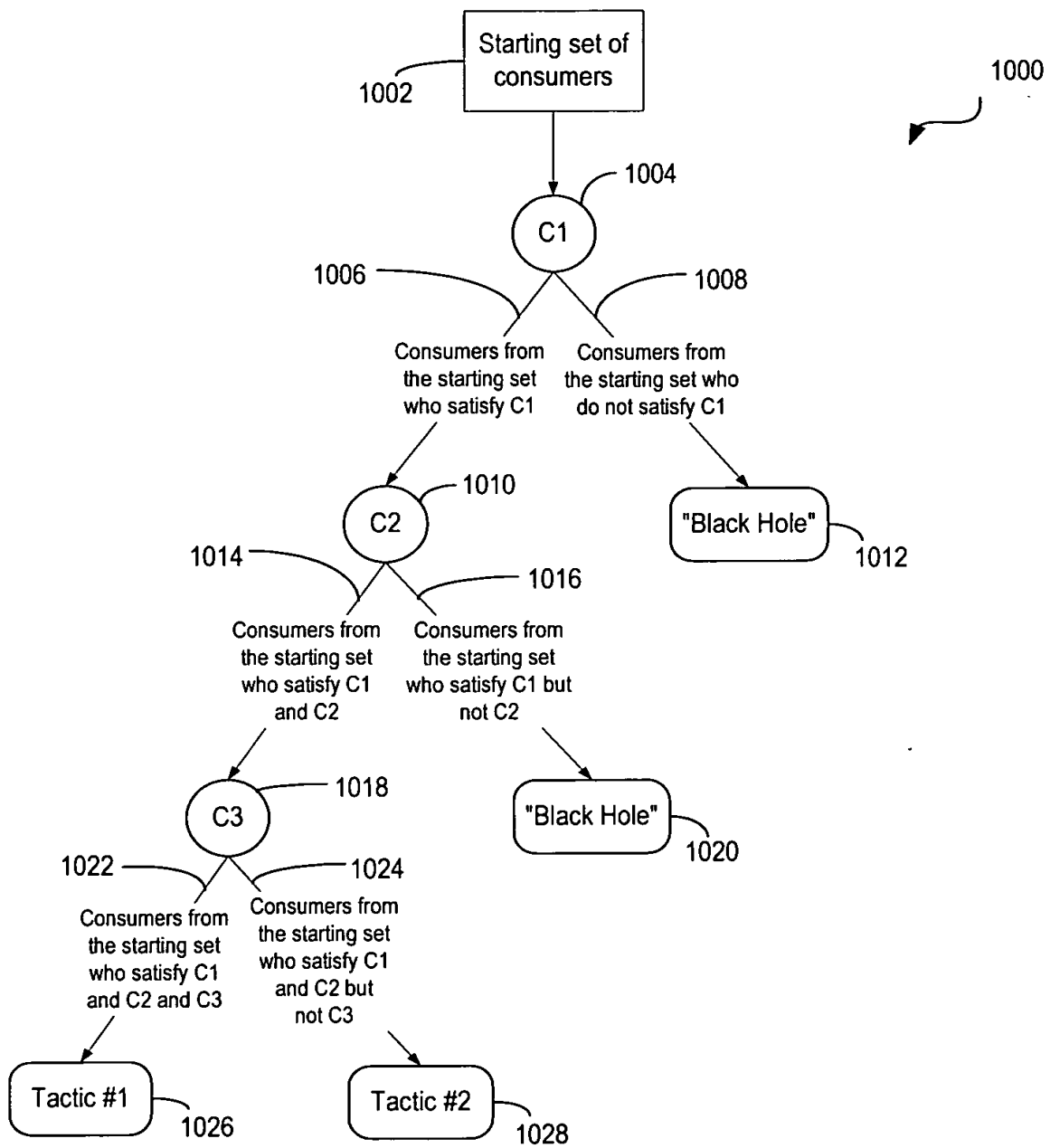


Fig. 10

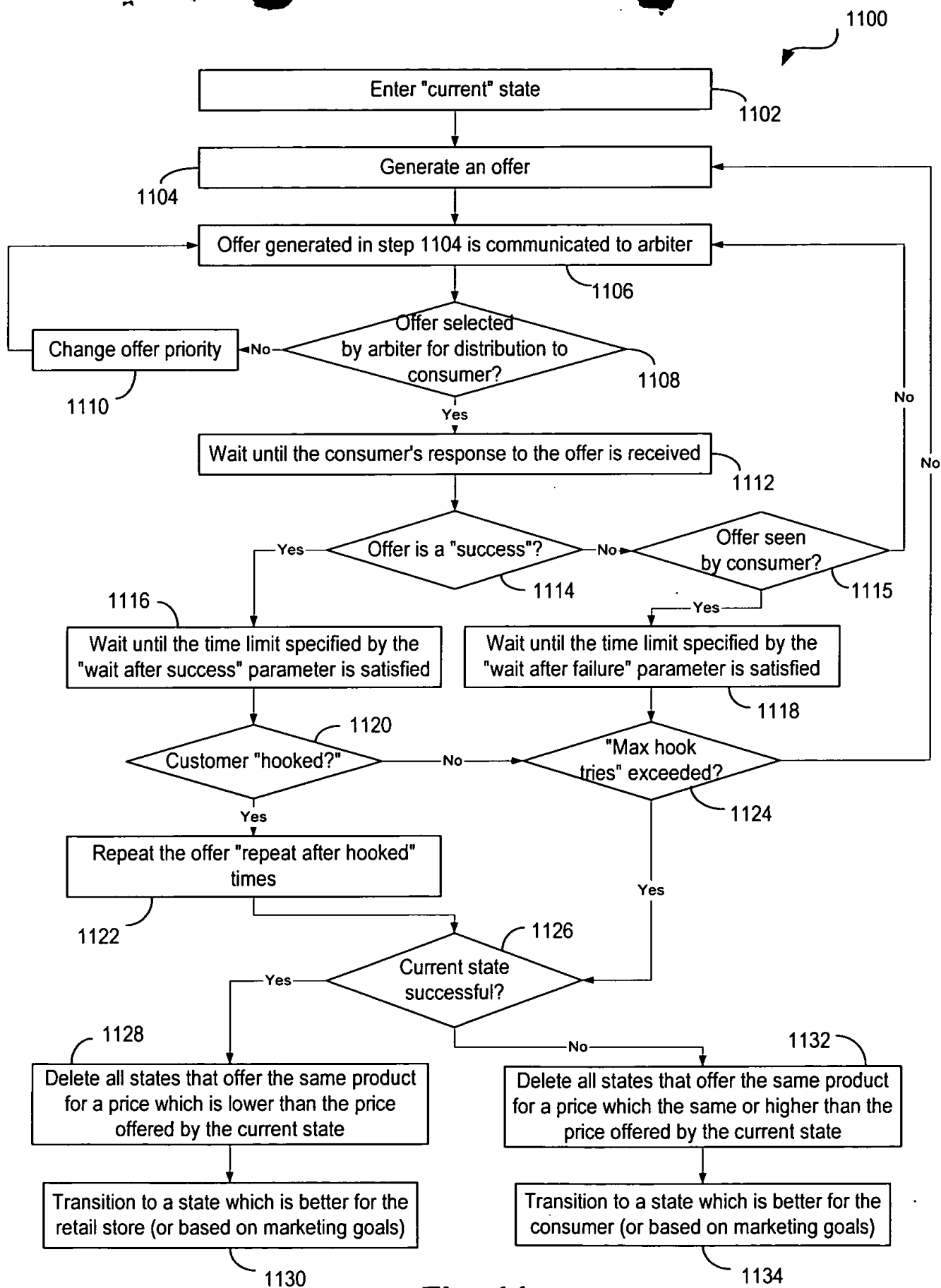


Fig. 11

The screenshot shows the 'Tactic' software interface with a configuration window for a 'dog snack trial Incentive'. The window is titled 'dog snack trial Incentive' and has a close button (X) in the top right corner. The main configuration area includes a 'Name' field with the text 'dog snack trial Incentive', a 'Start' field, an 'Intended Product' field with a dropdown menu showing 'Beggin Strips', and a 'Tier' field with a dropdown menu showing 'Good'. Below these fields is a section labeled 'Shopper States' with three rows, each containing a radio button, a dropdown menu showing 'Beggin Strips', and a dropdown menu showing 'Good', 'Better', and 'Best'. To the right of this section are buttons for 'Insert', 'Delete', and 'Add'. Below the 'Shopper States' section is a section labeled 'Wait After Success' and 'Wait After Failure', each with a numeric field and a dropdown menu showing 'days'. Below this is a section labeled 'Max Tries To Hook', 'Hook Count', and 'Repeats after hooked', each with a numeric field and a dropdown menu showing 'days'. Below these fields is a 'Priority' dropdown menu. At the bottom of the window are 'OK' and 'Cancel' buttons. Handwritten annotations include '1202' near the top right, '1204-a', '1204-b', and '1204-c' near the 'Shopper States' section, '1206', '1208', and '1210' near the 'Insert', 'Delete', and 'Add' buttons, '1214', '1212', and '1216' near the 'Beggin Strips' dropdowns, '1220' near the 'Wait After Success' field, '1222', '1224', '1226', and '1228' near the 'Max Tries To Hook', 'Hook Count', and 'Repeats after hooked' fields, and '1230' near the 'Priority' dropdown menu.

1200
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